



Maricopa County Community Health Improvement Plan 2012-2017

COMPREHENSIVE
Community-Based Partner
Cloud Group
Meeting Notes,
Strategy Framework &
Objectives

Feb. 26, 2013

Acknowledgement of funding source:

This report was supported by funds made available from the Centers for Disease Control and Prevention, Office for State, Tribal, Local and Territorial Support, under U58CD001275.

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Maricopa County 2012-2017 Community Health Improvement Plan (CHIP)

JANUARY MEETINGS SUMMARY

Community partners at the January 2013 CHIP meetings revisited action planning goals formulated in respective cloud groups during the December 2012 community partner meetings. Participants who were new to the process in January were introduced to the Workgroups' action plans and invited to join an existing Team. Participants then met in Teams to discuss how to turn goals into SMART (Specific, Measurable, Achievable, Realistic, and Time-Scaled) 18-month objectives. Each Team worked on assigning member actions each would take during First Quarter (ending 3/31/13) toward meeting that objective. A sample "Implementation Worksheet" each Team filled out is included at the end of this notes packet. Teams have been emailed a copy of their Implementation Worksheets and will share progress updates, as able, at the March meetings. Maricopa County Department of Public Health (MCDPH) would like to thank all participants who attended for their great energy and support of this important work.

MCDPH staff will work among the four cloud groups as active participants in the CHIP. Some ongoing internal Objectives that fit within the scope of the CHIP are included in the Framework that follows; more are currently being developed by program staff. Throughout the CHIP process, MCDPH will provide leadership and coordination, evaluation technical assistance, policy expertise, data and statistics, and communication support. If you are interested in joining one of the Teams listed in the Framework or need further assistance on an Objective, please contact Strategic Initiatives Coordinator Jennifer Winkler at JenniferWinkler@mail.maricopa.gov or (602)372-0456.

For more information, including previous Workgroup Meeting notes, FAQs and Fact Sheets, visit the CHIP information page online at <http://www.maricopa.gov/publichealth/Programs/OPI/workgroups/>.

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MARICOPA COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN PARTICIPANT LIST

*Following are community organizations that have expressed interest in the Maricopa County CHIP workgroups. Organizations marked with an * attended the December 2012 and/or January 2013 workgroup meetings and joined action planning teams reflected in the CHIP Framework that follows.*

Adelante Healthcare	Cave Creek Unified School District	National Kidney Foundation of Arizona*
American Academy of Pediatrics, Arizona Chapter*	CBIZ Benefits and Insurance	People of Color Network
American Cancer Society Cancer Action Network	Chamberlain School of Nursing*	Philippine Nurses Assoc.*
Area Agency on Aging, Region One*	Children's Action Alliance	Phoenix Children's Hospital*
Arizona Association of Community Health Centers	Cigna*	Phoenix Revitalization Corporation*
Arizona Coalition for Military Families	City of Glendale*	Phoenix Veteran's Administration—HCS*
Arizona Department of Education*	City of Phoenix Fire*	Processed-Free America
Arizona Dept. of Health Services*	City of Phoenix Housing Department*	Project for Livable Communities
Arizona Dept. of Health Svcs. / Children w/ Special Healthcare Needs*	City of Scottsdale	Quality Care Network*
Arizona Department of Health Services / Health Disparities Center*	City of Tempe*	Rancho Solano Preparatory School*
Arizona Dept. of Transportation*	Concilio Latino de Salud, Inc.	Resilience Based Solutions
Arizona in ACTION	Consulate General of Mexico in Phoenix*	Red Cross
Arizona Living Well Institute*	First Baptist Children's Center	Responding to the Future, LLC*
Arizona Public Interest Research Group	First Things First*	RPG Medical Holdings*
Arizona Public Health Association*	Gilbert Public Schools	Saguaro High School
Arizona Small Business Association*	Greater Phoenix Chamber of Commerce	Scottsdale Healthcare*
Arizona Smokers' Helpline*	Health-eOptions, LLC*	Scottsdale Unified School District
Arizona State University*	Healthways, Inc.	Southwest Center for HIV/AIDS
Arizona State University / College of Nursing & Health Innovation	IASIS Healthcare	Special Devices, Inc.*
Asian Pacific Community in Action*	Kyrene School District*	St. Luke's Health Initiatives*
AZ Assoc. of Community Health Centers*	Lifewell Behavioral Wellness	St. Luke's Health Initiatives / Maryvale on the Move*
Banner Health*	Livable Communities Coalition	Scottsdale Training and Rehabilitation Services
Black Nurses Association	Magellan Health Services*	Tempe Unified High School District
Greater Phoenix Area	Maricopa Assoc. of Governments*	The Arizona Partnership for Immunization*
Blue Cross Blue Shield*	Maricopa Community Colleges*	The Faithful City (HURT/COMPEF)
Boeing*	Maricopa County Business Strategies and Healthcare Programs*	The Wellness Community - Arizona
Boys and Girls Clubs Metro Phoenix*	Maricopa County Department of Public Health*	Town of Gila Bend*
Bridgeway Health Solutions*	Maricopa County Environmental Services Division	Valley Metro*
Cardon Children's Medical Center	Maricopa Integrated Health Systems*	Virginia G. Piper Charitable Trust
Carlisle Interconnect Technologies	Mercy Care Plan / Aetna*	Viridian Health Management*
	Mountain Park Health Center*	Web PT*
	Native American Community Health Center, Inc.*	



Maricopa County 2012-2017 Community Health Improvement Plan (CHIP)

Framework Foundation

Vision: Empowered communities working together to reach optimal health and quality of life for all.

Goal: To strategically impact the current top five health priorities of Maricopa County—Obesity, Diabetes, Cardiovascular Disease, Lung Cancer, and Access to Care — through collaboration of public and private partnerships.

1.) The Maricopa County CHIP framework is aligned with the [National Prevention Strategy](#) and [Arizona Chronic Disease Strategic Plan](#), both of which emphasize the importance of coordinating efforts to further common goals related to wellness and prevention. These plans address chronic disease in places where people spend significant amounts of time:

- Where We Learn (Education)
- Where We Work (Worksites)
- Where We Live (Community)
- Where We Receive Care (Healthcare)

The CHIP is anchored on the premise that all sectors must work collaboratively to address the health priorities defined within these sectors. This collaboration enables us to build and strengthen the capacity of public health to prevent chronic disease and promote wellness.

2.) Focuses on interventions that can help manage chronic diseases and access to care by addressing tobacco use, physical activity, nutrition, and linkages to care in a more coordinated and focused way.

3.) Incorporates both community-based and Maricopa County Department of Public Health (MCDPH) program strategies.

4.) Uses an evidence-based framework with measurable objectives to track progress on strategies over the next five years. Objectives will be tracked and reported on a quarterly basis. Based on the details of the CHIP report, the MCDPH evaluation team will provide both an ongoing progress report, as well as intermittent outcome evaluations.

5.) The Maricopa County Department of Public Health (MCDPH) has organized the CHIP Framework into five main categories: 1.) Needs assessment; 2.) Coordination of public health partnerships; 3.) Implementation of strategies, especially evidence-based; 4.) Coordination of communication; and 5.) Evaluation of efforts. Strategies under these categories have been developed by MCDPH by studying the goals and objectives derived by both internal program staff as well as those identified by community partners and align with the Arizona Chronic Disease Strategic Plan.

Maricopa County Community Health Improvement Plan (CHIP) DRAFT Framework

The Maricopa County Department of Public Health (MCDPH) has organized the following CHIP Framework into five main Categories: 1.) Assess needs; 2.) Coordination of public health partnerships; 3.) Implementation of strategies, especially evidence-based; 4.) Coordination of communication; and 5.) Evaluation of efforts. Strategies under these Categories were developed by MCDPH using the goals identified by both internal program staff and community partners during the action planning phase. Color-keyed objectives included in this Framework reflect the action plans from December and January 2013 Community-based partner meetings in the four cloud sectors: Worksites, Education, Community, and Healthcare. Ongoing internal MCDPH Objectives that fit within the scope of the CHIP also are included in the Framework. Additional MCDPH objectives are currently under review, and will be added to the Framework and presented at future community partner meetings. For any questions or comments, please contact Jennifer Winkler at jenniferwinkler@mail.maricopa.gov.

Category 1: Assess Needs		
Strategy	Workgroup Agency/Team Participants	Objective
1.1 Conduct community health needs assessments	Maricopa County Dept. of Public Health (MCDPH)	By June 30, 2013, conduct a community health needs assessment (CHNA) on a five-year cycle in cooperation with non-profit hospitals, federally qualified community health centers, universities, foundations, and community partnering organizations. By June 30, 2013, conduct an assessment of services and needs of children with special health care needs.
1.2 Involve chronic disease epidemiology in surveillance and planning activities	MCDPH	By June 30, 2013, provide up to date surveillance data on major Maricopa County communities agreed upon common health indicators. By June 30, 2013, develop GIS resources to assist in communication of health needs and health status of communities in Maricopa County.
1.3 Develop and implement community health improvement plans	MCDPH	By March 2013, create a collaborative, community-based community health improvement plan to be updated annually and revised every 5-years based on the CHNA.
1.4 Develop infrastructure to support county-wide health data needs and sharing	AZ Dept. of Health Services; MCDPH	By June 30, 2014, an online tracking system for wellness programs/policies in schools (connected to the clouds) will be available to all.
	AZ Dept. of Health Services ; St. Luke's Health Initiatives; Banner Health; Scottsdale Healthcare	By June 30, 2014, data users in Maricopa County will be able to access specific (i.e. zip code, ethnicity, age-adjusted) health-related data from a centralized data system updated annually by working collaboratively with the Qualitative and Quantitative Data groups.

Community Partner Cloud Workgroup Sectors Color Key

Education	Healthcare	Community	Worksites
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Last updated Feb. 2013

Category 2: Coordinate public health partnerships		
Strategy	Workgroup Agency/Team Participants	Objective
2.1 Coordinate opportunities for community-engaged and health department coalitions	AZ Dept. of Health Services; Magellan Health Services; MCDPH; First Things First; Mercy Care Plan; Banner Health; Az Chapter American Academy of Pediatrics; Quality Care Network; Mountain Park Health Center; National Kidney Foundation of Arizona; ASHLine; AZ Assoc. of Community Health Centers	By June 30, 2014, the Health Systems and Community Coordination Team will have developed and shared a gap analysis of Maricopa County's health care system.*
	City of Phoenix; Arizona Public Health Association; Native Health; First Things First; MCDPH	By June 30, 2014, Team Together We Can will increase Cloud Partner Meeting attendance by X%, through outreach and engagement of partners not attending meetings.
	MCDPH	By March 2013, MCDPH will create cross-jurisdictional workgroups to improve department performance while coordinating implementation of departmental CHIP activities. By March 2013, MCDPH will coordinate ongoing workgroups engaging community members into public health efforts and processes to identify community needs, barriers, issues, and to leverage resources and capacity between partners. By June 30, 2014, develop mechanism to effectively track MCDPH community partners.
2.2 Impact public policy and system approaches by engaging decision-makers	MCDPH; Arizona Small Business Association; Viridian Health Management; AZ Dept. of Education	By June 30, 2014, 100 Maricopa County leaders will have committed to be a comprehensive worksite wellness "champion."
	AZ Dept. of Health Services; Maricopa Community Colleges; MCDPH; City of Tempe; Maricopa County Employee Wellness	By June 30, 2014, increase the number of existing comprehensive worksite wellness policies by ##.
	See 2.1	By June 30, 2014, the Health Systems and Community Coordination Team will have developed and shared a gap analysis of Maricopa County's health care system.*

* At the January meetings, Teams were given the opportunity to self-identify where they felt their objective best fit into the CHIP Framework. Some were identified as fitting into more than one Strategy in the Framework, and so may appear in multiple areas at this early stage of plan development.

Community Partner Cloud Workgroup Sectors Color Key

Last updated Feb. 2013

Education	Healthcare	Community	Worksites
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Category 2 (cont'd.): Coordinate public health partnerships		
Strategy	Workgroup Agency/Team Participants	Objective
2.3 Increase awareness and usability of community assets and resources, especially to underserved populations	City of Phoenix Fire Dept.; City of Glendale; Maricopa County Employee Wellness; Boeing; Philippine Nurses Association; Blue Cross Blue Shield; Banner Health	By June 30, 2014, all Maricopa County companies will have access to best practices/toolkits relevant to the company size related to developing a comprehensive worksite wellness model.
	See 2.1	By June 30, 2014, the Health Systems and Community Coordination Team will have developed and shared a gap analysis of Maricopa County's health care system.*
	City of Phoenix Fire Dept.; AZ. Dept of Health Services; Arizona Living Well Institute	By June 30, 2014, develop a web-based central data source of community resources for Maricopa County residents.
	MCDPH	By June 30, 2014, mobilize a council of providers, parents and caregivers of children and youth/young adults with special health care needs that will coordinate policy promotion efforts that affect this population.
2.4 Create a toolbox for best practices, resources, learning modules, & data sharing	See 2.1	By June 30, 2014, the Health Systems and Community Coordination Team will have developed and shared a gap analysis of Maricopa County's health care system.*
	MCDPH; Scottsdale Healthcare; Maricopa Community Colleges; Build Arizona	By June 30, 2014, launch a comprehensive wellness and health education website that links to existing evidence-based resources available to the entire community.
	Arizona Living Well Institute; Town of Gila Bend; AZ Dept. of Health Services	By June 30, 2014, an online database(s) will be available for Maricopa County worksites sharing locally used strategies and outcome data.
	MCDPH	By June 30, 2013, MCDPH will launch a database on the website of evidence-based strategies currently available in public health.

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Community Partner Cloud Workgroup Sectors Color Key

Education	Healthcare	Community	Worksites
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Last updated Feb. 2013

Category 3: Implement strategies, especially evidence based, PSE (Policy, Systems, and Environmental) strategies		
Strategy	Workgroup Agency/Team Participants	Objective
3.1 Establish sites for community gardens in institutional settings and/or underserved areas	City of Phoenix Fire Dept.; Arizona Living Well Institute; Health e-Options, LLC; AZ Dept. of Health Services	By June 30, 2014, educate students & families in Maricopa County K-12 schools about the importance of nutrition by implementing three model community gardens at schools.
	MCDPH	By June 30, 2013, partner with ADHS to create and implement “The Phoenix Real Food Tour.” By June 30, 2013, MCDPH will develop school garden resource webpage. By June 30, 2013, partner with U of A Cooperative Extension to develop a demonstration garden and community garden in an abandoned Phoenix lot. By June 30, 2013, provide technical assistance to Deer Valley School District to create school garden. By June 30, 2013, one staff member to complete Master Gardener program and provide technical assistance to schools and community sites.
3.2 Increase accessibility, availability, affordability, and identification of healthful foods in communities.	MCDPH	By June 30, 2012, staff will meet with community stakeholders to discuss strategies to increase the availability of healthful, affordable foods in communities through the use of mobile food carts or trucks.
3.3 Make the healthy choice the easy choice at AZ worksites	MCDPH	By June 30, 2013, implement healthy vending program in 11 Maricopa Cty. buildings & 50 machines in downtown Phoenix. By June 30, 2013, establish a Healthy Snack Program for MCDPH employees. By June 30, 2013, create a Worksite Wellness Resource webpage. By June 30, 2013, establish voluntary nutrition guidelines for foods at meetings, events, and vending machines. By June 30, 2013, provide trainings to 5 workplaces in Maricopa County to promote Chronic Disease Self-Management Program, AZ Smoker’s Helpline, and smoke/tobacco-free zones. By June 30, 2013, collaborate with MCDPH PHitness Committee to create internal healthy worksite policies. By June 30, 2013, launch the Healthy Arizona Worksites Program.
	Health e-Options, LLC; Web PT; Maricopa Integrated Health System; Cigna; Kyrene School District; City of Glendale; Special Devices, Inc.	By June 30, 2014, 5% of employees surveyed throughout Maricopa County will demonstrate a change from pre-contemplation to action in terms of wellness program engagement.

Community Partner Cloud Workgroup Sectors Color Key

Education	Healthcare	Community	Worksites
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Last updated Feb. 2013

Category 3 (cont'd.): Coordinate public health partnerships		
Strategy	Workgroup Agency/Team Participants	Objective
3.4 Support a highly performing, competent, public health workforce	Bridgeway Health Solutions; Magellan Health Services; Asian Pacific Community in Action	By June 30, 2014, the top 10% of high volume provider offices/clinics, defined by patient panel, within Maricopa county will be offered culturally competent whole health (mental/physical) training to include promoting access to local cultural competency community resources.
3.5 Designing healthy communities: Built Environment	Arizona State University; MCDPH; Livable Communities Coalition; Arizona Dept. of Transportation; Scottsdale Healthcare	By June 30, 2014, Team Impact will publish an assessment with recommendations on criteria, challenges, supports, and health indicators of community design in Maricopa County.
	City of Phoenix; St. Luke's Health Initiatives; Az. Dept. of Health Services; Mercy Care/Aetna; MCDPH	By June 30, 2014, secure a commitment from at least two school districts to implement the "community school" model.*
3.6 Integrate health in all policies in community design	City of Phoenix; St. Luke's Health Initiatives; AZ Dept. of Health Services; Mercy Care/Aetna; MCDPH	By June 30, 2014, secure a commitment from at least two school districts to implement the "community school" model.*
	MCDPH	By June 30, 2013, conduct at least one HIA training to develop HIA practitioners. By June 30, 2014, will work with partners to incorporate Healthy Community Design principles into general plans for Phoenix, Tempe, Mesa and Scottsdale. By June 30, 2014, work with the City of Phoenix to establish community design standards to make streets safe for all users, including pedestrians, bicyclists, and user of public transit.
3.7 Create healthy school environments with School Health Advisory Councils, School Health Improvement Plans, parental involvement, and training	City of Phoenix; St. Luke's Health Initiatives; AZ Dept. of Health Services; Mercy Care/Aetna; MCDPH	By June 30, 2014, secure a commitment from at least two school districts to implement the "community school" model.*
	MCDPH	By June 30, 2013 train 100 parents to become Parent Ambassadors.

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Community Partner Cloud Workgroup Sectors Color Key

Education	Healthcare	Community	Worksites
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Last updated Feb. 2013

Category 3 (cont'd.): Implement strategies, especially evidence based, PSE (Policy, Systems, and Environmental) strategies		
Strategy	Workgroup Agency/Team Participants	Objective
3.8 Identify and promote model school-based wellness practices locally	Rancho Solano Prep School; AZ Dept. of Health Services; Boys and Girls Clubs of Metro Phoenix; MCDPH	By June 30, 2014, 50% of sixth graders in two schools (Rancho Solano Prep + 1 yet unidentified public school) will have met benchmarks set by “Champions” education cloud subcommittee.*
3.9 Improve clinical-community linkages ensuring that communities support and clinics refer patients to programs that improve management of chronic conditions	Arizona Living Well Institute; City of Phoenix Fire; Responding to the Future LLC; RPG Medical Holdings; Native Health; ASHLine; Wesley Health Center;	By June 30, 2014, the Community Health Resources team will create a mobile health clinic to promote access to care, health education, and prevention and wellness resources to Maricopa County residents.
3.10 Implement chronic disease-based treatment protocols and/or self-management programs	MCDPH	By June 30, 2013, create new Empower Pack standards to strengthen child care center standards around chronic disease prevention By June 30, 2013, conduct a pilot project to incorporate ASHLine referrals into healthcare practitioners’ EHR. By June 30, 2013, contract with Wesley Health Center to implement a promotora-led hypertension self-management curriculum and support program. By June 30, 2013, provide trainings and promote chronic disease self-management program, AZ Smoker’s Helpline, and smoke/tobacco-free zones to five workplaces in Maricopa County. By June 30, 2013, provide training materials and follow-up to 111 health care providers assisting them with developing referral mechanisms for ASHLine and chronic disease self-management programs.
3.11 Implement smoke-free environments	MCDPH	By June 30, 2014, create a listing of smoke-free apartment complexes. By June 30, 2014, update smokefree apartment complex list monthly on AZ Smokefree Living website. By June 30, 2013, conduct survey and analyze results for apartment complexes in Maricopa County wanting to be smoke free.

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Education	Healthcare	Community	Worksites
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Last updated Feb. 2013

Category 4: Coordinate Communication		
Strategy	Workgroup Agency/Team Participants	Objective
4.1 Coordinate, create, and distribute messaging to impact healthy communities	MCDPH; Phoenix Revitalization Corporation; Mountain Park Health Center; The Arizona Partnership for Immunization	By June 30, 2014, create an integrated marketing and public relations prevention & wellness campaign that is culturally sensitive and actionable by all Maricopa County residents.
	MCDPH; Scottsdale Healthcare; ASHLine; Wesley Health Center; Magellan Health Services; Mercy Care Aetna; Bridgeway Health Solutions	By June 30, 2014, develop and share a prevention and healthy living communication toolkit with messaging that is culturally relevant to facilitate action and linkages to care.
	AZ Dept. of Health Services; Maricopa Community Colleges; MCDPH; City of Tempe; Maricopa County Employee Wellness	By June 30, 2014, increase the number of existing comprehensive worksite wellness policies by ##.

Category 5: Evaluate Efforts		
Strategy	Workgroup Agency/Team Participants	Objective
5.1 Evaluate both process and outcomes of change effort	Rancho Solano Prep School; Az. Dept. of Health Services; Boys and Girls Clubs of Metro Phoenix; MCDPH	By June 30, 2014, 50% of sixth graders in two schools (Rancho Salado Prep + 1 yet unidentified public school) will have met benchmarks set by “Champions” education cloud subcommittee.*
	AZ Dept. of Health Services; MCDPH	By June 30, 2014, an online tracking system for wellness programs/policies in schools (connected to the clouds) will be available to all.
	MCDPH	By June 30, 2013, provide quarterly monitoring for evaluation of CHIP plans. By June 30, 2017, conduct 5 evaluation trainings for internal staff and partners.

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Implementation Worksheet			Sector:
Team Objective:			
Team Name:		Accomplishment Start Date:	End Date:
Accomplishment title (what):			
Rationale for this Accomplishment:			
Accomplishment Implementation Steps (how):		When:	Who:
Team members:	Other collaborators or partners to include:	Evaluation measures for this accomplishment:	The change(s) we want to see from this objective in 5 years: (List all that apply)
			<i>In knowledge, attitudes,&/or behaviors:</i> <i>In organizations and systems:</i> <i>In policy:</i> <i>In environmental conditions:</i>